

УДК 65.01

FEATURES OF THE CORPORATE SOCIAL RESPONSIBILITY TECHNOLOGIES USAGE IN UKRAINE

Shevchenko T. P.

**Scientific leader: Evtushenko V. A., candidate of economics
V.N. Karazin Kharkiv national university**

With every year all more frequent it is possible to hear an utterance «corporate social responsibility» both in business circles and in Ukrainian society on the whole. A few years ago, this term would not be clear almost nobody. The Ukrainian enterprises were disturbed about maximization of incomes and capture of greater market share [2].

Will point the list of advantages of the corporate social responsibility technology usage:

- forming of the enterprise positive image;
- increase of company's clients and workers loyalty;
- forming of benevolent relationships with local associations and local government;
- assistance to strengthening of the society moral bases;
- increase of the collective solidarity;
- increase of the investment attractiveness;
- growth of the sale volumes;
- growth of capitalization;
- enhancement of motivation and reward of employees opportunities;
- decrease of the production spending;
- effect of the synergy from corporate social initiatives;
- strengthening of the brand positions.

Realization of the corporate social responsibility on enterprises takes place by the usage of technologies.

Analysing modern business literature can be said, that basic modern social ethics marketing's technologies which will be realized in Ukraine and world within the limits of conception of corporate social responsibility (CSR) are:

- advancement of the good business,
- charity marketing,
- corporate social marketing,
- corporate philanthropy,
- development and support of the societies,
- volunteer activity in behalf of society,
- socially responsible approaches to business,
- protection of human rights and labor rights,
- implementation of professional development programs,
- consumer's rights protection,
- protection of the environment [1].

Table 1

№	Name of technology	The essence of technology
		some social problem, to help raise funds, attract members and volunteers
2	Charity marketing	Corporation agrees to make donations or give a percentage of revenue for specific public utility business, based on a volume sales
3	Corporate social marketing	Means, which the company uses to support the development and / or campaign aimed at changes in behavior that will lead to improved public health and safety, environmental or social welfare

4	Corporate philanthropy	Direct donations that the company gives to the charitable organization or on the good cause, often in the form of cash grants, contributions and / or services
5	Development and support of the societies	Funds invested by the organization to support communities that are directly or indirectly affect the company. Can be expressed in direct investing or organization problems of certain communities
6	Volunteer activity in behalf of society	Corporation supports and encourages its employees, partners, distribution network and / or franchisee voluntarily work to support local community organizations and charity events
7	Socially responsible approaches to business	Free choice that makes the corporation, taking a business decision or making investments that support social initiatives aimed at improving the welfare of communities and environmental
8	Protection of human rights and labor rights	Includes the actions of the company that focused on the enforcement of human rights and labor rights
9	Implementation of professional development programs	Voluntary training and other corporate initiatives aimed at improving the professional skills of employees
10	Consumer's rights protection	The set of measures that implemented by state and enterprise, aimed at regulating legal relations company with customers
11	Protection of the environment	Measures aimed at reducing of a negative impact on the environment

Technologies of the corporate social responsibility can be truly successful only if several conditions. Firstly, only realizing the idea of corporate social responsibility as it is their free choice, the company can take the initiative in their hands, go through the unknown and gain the privileges of pioneering. And, secondly, the company should pursue disparate technologies. All they have to submit to solve a social problem that has strategic importance for business.

Literature:

1. Євтушенко В. А. Наукове розуміння сутності та функцій сучасних маркетингових технологій // Пріоритети сучасного менеджменту маркетингу: монографія / І. В. Семеняк, В. А. Євтушенко, А. В. Катаєв [та ін.]; під наук. керів. д.е.н., проф. І. В. Семеняк : – Х.: ХНУ імені В. Н. Каразіна, 2008.
2. Кузьмін О. Є. Теоретичні та прикладні засади менеджменту: навчальний посібник / Кузьмін О. Є., Мельник О. Г. – Львів: Національний університет «Львівська політехніка», 2003. – 352 с.